

# Rajasthan

## Jaipur Veg agro Producers Company Ltd. (JVPCL), Jaipur promoted under National Vegetable Initiative in Urban Clusters scheme

JVPCL was registered as a Producers' Company of Part IX A of the Companies Act 1956.(No.1 of 1956) is promoted by ACCESS Development Services with the support from Small Farmers Agribusiness Consortium under National Vegetable Initiative for Urban Cluster (NVIUC) under National Horticulture Mission(NHM).

JVPCL has been engaged in facilitating agri inputs to its member farmers and supplied seeds of Pearl Millet / Tomato / Chili/ Green Pea and Fodder. It has also availed direct dealership from Indian Potash Ltd. and has facilitated availability of Urea as per Govt. price.

The farmers of JVPCL grow vegetables like Green Pea/ Tomato/ Chilli/ Lady Finger/ Cauliflower / Cabbage/ Brinjal/ Bottle Gourd/ Round Gourd and grow various vegetables almost round the year. Most of the vegetables are sold by the farmers through local Mandis i.e. in Chomu/Kotputli and Sahapura and the farmers have to bring their vegetables to the Mandi which consumes both time and money. Besides, the Mandi Agents deduct 3 kg per bag of 60-70 kg bag of vegetables on account of weight loss during transportation and charge a commission of 4%. The manual weighing scale also gives ample scope for cheating the weight by 1-2 kg per bag of 60-70 kg vegetables. Overall, there is an estimated loss of around 10% for the farmers.

JVPCL with support from ACCESS was facilitated tie-up with M/S Grammam Agro Services Pvt. Ltd., New Parpaganj, Delhi for procurement of Green Pea. As per the terms of the supply, Two Procurement Centers were established in Shahapura cluster of the FPO and farmers 231.3 MT of Green Pea was procured between 3<sup>rd</sup> till 31<sup>st</sup> March 2013 averaging around a procurement of 7-8 MT per day. This resulted in a Gross transaction of Rs 3844317 fetching market price of an average of Rs 17 at farm gate. The procurement was facilitated by electronic weighing scale so that farmers get proper weight and only 2% commission was charged for the procurement. The weight deduction was charged @ 1.5 kg per bag only and the overall benefit to the farmer was around 10% due to cost savings for transportation to Mandi, saving in time, saving in commission given to the agent and farm gate payment on the next day.



**Procurement center at Beelwadi, Jaipur**



**Farmers coming with tractor load of pea**